

# Sales Excellence at PS2G Workbook

Persuasive Writing | Solutions Selling |  
Customer Empathy | Value-Based Closing

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# Welcome!

At PS2G, we believe that sales isn't just about products and contracts, it's about delivering solutions that create real impact. Whether you're a seasoned sales leader or just beginning to sharpen your skills, this session is designed to help you elevate the way you connect with customers, craft persuasive messages and close deals that are rooted in value.

Today is all about growth. You'll learn to:

- Write and communicate more persuasively
- Conduct solutions-based conversations that get to the heart of the customer's needs
- Build authentic empathy with clients and stakeholders
- Apply creative strategies to keep deals moving forward
- Close with confidence by focusing on the value we bring to every engagement

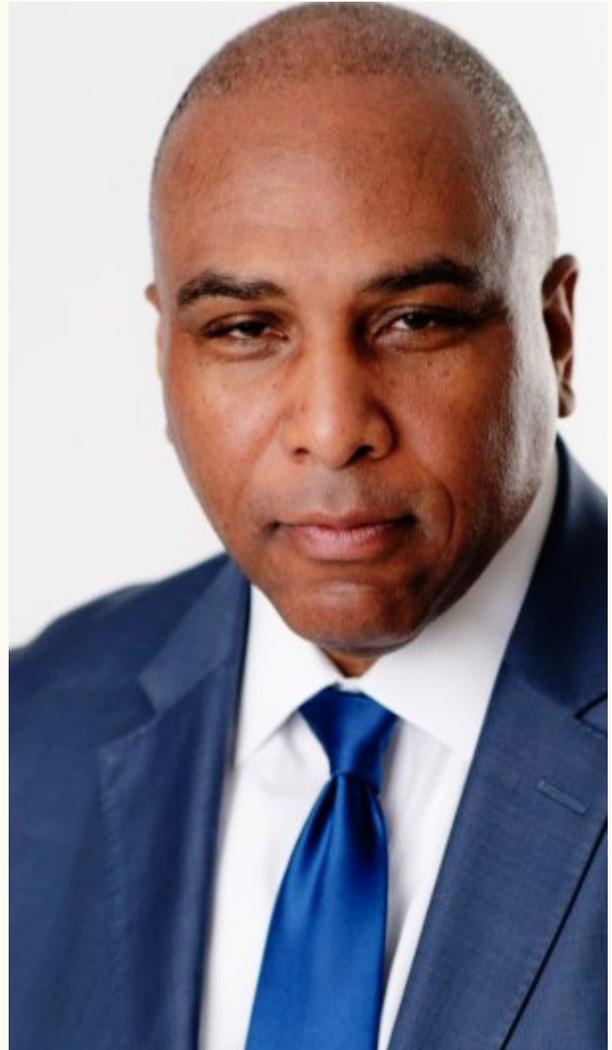
This isn't just training, it's an opportunity to shape how we, as PS2G, stand out as trusted partners to our clients. Let's get ready to shift from simply selling services to delivering solutions our customers can't imagine living without.



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This workbook will guide you through practical exercises and tools to strengthen your sales approach and deliver exceptional outcomes for our clients. Let's get started!

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## Message from the CEO

At PS2G, we believe that great salespeople don't just sell, they solve. Our success comes from understanding our customers' needs, building trust and delivering solutions that truly make a difference. This seminar is designed to help you sharpen those skills, deepen your client relationships and elevate the way you represent PS2G in every conversation.

As you move through this program, I encourage you to lean in, challenge yourself and embrace the exercises and tools in this workbook. The impact you have on our clients is what drives our success and growth. Thank you for the passion, creativity and commitment you bring to this team. I can't wait to see the results you achieve.

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# Introduction: Why We Are Here

Mission Statement for Today:

"To move from selling services to delivering solutions that customers can't imagine living without."

## Personal Goals for Today

Improve my ability to write persuasively

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Master solutions-based conversations

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Build deeper empathy with customers

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Learn creative techniques to move deals forward

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Become a closer that leads with value

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# Features vs Benefits Worksheet

Feature	So What?	Customer Benefit
24/7 Managed Services	So you never have downtime	Your operations stay running without disruptions

Exercise:

List three (3) key PS2G services. For each, identify the real customer benefit.



# Customer Empathy Mapping

What They Think | What They Feel | What They Do | What They Say

Exercise:  
Choose a target client. Fill in this grid based on your understanding.

Think	Feel

Say	Do

Notes:

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# PS2G Products: Story Builder

Exercise:

Complete two (2) products.

Product:

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Problem it solves:

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Who cares about it the most:

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Key emotional win for the client:

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1-sentence customer story you can tell:

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# PS2G Products: Story Builder (cont)

Product:

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Problem it solves:

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Who cares about it the most:

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Key emotional win for the client:

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1-sentence customer story you can tell:

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# Creative Deal Progression Playbook

1. “Would it make sense to set up a technical review?”
2. “Can we schedule a meeting with your team to align next steps?”
3. “Should I prepare a rough draft proposal for feedback?”

**Exercise:**

Write three (3) next logical steps you could use with a client currently in pipeline.

# The Art of Value-Based Closing

Exercise:

Role-play: Practice a value-based close with a partner.

## Checklist Before Asking for the Close

Did I link their problem to our solution clearly?

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Did I frame the impact on their business?

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Did I handle hidden objections?

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# Closing Reflection

What is one thing I can implement immediately?

How will this make me better at serving customers?



# PS2G Course Workbook